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BRAIN LABS INNOVATION GROUP TO LAUNCH FLAGSHIP PRODUCT, “WHISKEY LAB,” THE BETTER-THAN-A-BARREL AGING SOLUTION

Kickstarter funding campaign to begin December 3rd, 2015.

The Story



Portland, Oregon based innovation group, BRAIN Labs, LLC is pleased to announce the upcoming launch of their flagship product, Whiskey Lab. The group of longtime friends and engineers describes Whiskey Lab as a “better than a barrel” vessel designed for wood-aging spirits and wine.

Whiskey Lab’s development was inspired by its creators’ experience aging white whiskey that they made together in a distilling class. Looking to develop the complex flavors that they enjoyed in commercial whiskeys, they tried many of the products available on the market, but were left disappointed. Wooden sticks, cubes, and spirals that get dropped in the bottle promised quick results, but created overly woody flavors without the complex notes such as vanilla, spice, or coconut that they were looking for. Miniature barrels, on the other hand, literally came up empty due to evaporation. Mini barrels’ high surface-area-to-volume-ratio also contributed to excessive flavor from the wood.

The team of engineers experimented with different solutions, with the goal of recreating the experience that professional whiskey makers have when aging with full-sized barrels. They would need to control the toasting and charring of the seasoned wood. The wood would need to “breathe”, allowing small amounts of oxygen to diffuse into the contents. The combination of wood, oxygen, and time is what creates the complex flavors that we appreciate in aged spirits. Closely matching the proportion of liquid volume to wood surface area to that of a full-sized barrel creates a better balance between the flavor of the wood and the spirit, enhancing rather than overpowering. The team developed a unique Barrel Head design to achieve these goals. Then, they added several more features to make Whiskey Lab “better than a barrel.”

The Product



Whiskey Lab allows aspiring spirit crafters to enjoy the process of wood-aging and tasting, with the same professional-quality experience of a full-sized whiskey barrel, on a home scale. The unique Barrel Head design provides balanced flavor from the wood. The Barrel Head is replaceable, allowing Whiskey Lab to be used again and again. Inspecting the color change over time is made easy with a viewing bulb, and a wide pouring spout enables easy transfer of the spirit into and out of the container. The Barrel Heads will be offered in American or French Oak, with four possible toast levels and three different char levels. Backers can order a complete Whiskey Lab with their choice of the 24 possible Barrel Head options. Whiskey Lab comes with a scientific notebook to track contents and record results.

BRAIN Labs, LLC, launched a Kickstarter campaign to fund the next stage of manufacturing development on Thursday, December 3rd. Visit the page here: www.kickstarter.com/projects/1888611081/whiskey-lab-better-than-a-barrel

Visit our facebook page at www.facebook.com/WhiskeyLabProject/. If you would like more information about this product or partnership opportunities contact the Whiskey Lab Team by emailing team@whiskeylab.net.